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Filipino Poll Fails to End Fears About the Military


Brezhnev's Son-in-Law Held in Bribery Inquiry

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## TEST: U.S. Nu

## (Contimed tron Page 1)



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U.S. Says Iraq Is Gaining Initiative


U.S., Spain


MILITARY:
Concerns Remain
(Continued frow Page 1 )



Thatcher Denies She Instigated BBC Search




 Chad Puts Toll of Libyans at 1,167





Father's Custody Urged for 'Baby M'







Sweden Orders End to Palme Feud


 For the Record


SDI: 1972 U.S.-Soviet Treaty Becomes Focus of Debaite



## Duarte Opponents Seek to Prolong Salvador Turmoil

By Juliz．Preston
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Living Abroad
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Reporter Quits Radio Martí

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（Continued From Back Page）

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## Molière: School of Monomania


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By Robert Cushman
ONDON - Moliere was
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## Rembrandt in Paris

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## Paris 'Elektra': Behrens, Ozawa


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Mary Blume, the International Herald Tribune's distinguished feature journalist, sets the postwar scene and interviews many of the photographers in her introduction The I.H.T. is pleased to present this unique volume that captures a decisive epoch and commemorates the work of some of the 20th century's master photojoumalists.

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## OPINION

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## End the Polish Sanctions













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Innovative Asia：Not the U．S．Sweatshop It Once Was

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By Joel Kotkin
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## Complacency，Intrigue <br> Are Closing In on Spain

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## Hart Today：

 Less Dazzle，＊ Solid Ideas．By David S．Broder＂，＂，











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## Hart <br> Solidel <br> Holding the Truth Hostage Is Not the American Way

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OPINION


Danger，Cotton－Swabbing Giants at Work
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LETTERS TO THE EDITOR
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Safe and Complaining



Backstage at the Auction






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# FOLLOW THESE 5 SIMPLE RULES AND YOU TOO COULD MAKE $£ 464,000,000$. 

To look at the burgeoning profits of Hanson Trust, one might imagine we had glimpsed the business equivalent of the Philosopher's Stone.

In fact, our secret is far more prosaic. We have simply established a few rules which guide every decision we make.

As you read them, they may seem like nothing more than good oldfashioned common sense. We wouldn't disagree.

## 1. ALWAYS PUT THE INTERESTS OF SHAREHOLDERS FIRST.

Hanson Trust doesn't belong to the management. It belongs to some 165,000 shareholders. It is therefore our duty always to put their interests first.

## 2. INVEST IN BASIC INDUSTRIES.

We invest in industries providing basic goods and essential services to proven markets. Thus, our shareholders are spared the hazards of changing fashions and leap-frogging technology.

## 3. ALWAYS CONSIDER THE DOWNSIDE RISK.

When considering an acquisition, our first question is "How much could we lose if it all goes wrong?" And if the answer makes us nervous, then we don't proceed.

## 4. AGREE BUDGETS WITH OPERATING COMPANIES.

BUT NEVER INTERFERE DAY-TO-DAY.
If an operating company wants to develop a new product, or, indeed, paint it sky blue pink, that's fine by us. They simply tell us the cost, the benefits and the attendant risk.

Provided we agree their budget, it will then be up to them to come up with the goods as promised.

## 5. REWARD EXCELLENCE.

We all need a little motivation in this life.
Thus our share option scheme is reserved not for a chosen few, but spread widely amongst managers throughout our operating companies.

Furthermore, when any one of them turns in an exceptional performance they receive an equally exceptional bonus.

Now you know the secret of our success. But if you wish to emulate it, you'll have some catching up to do.

For 23 consecutive years we have turned in record profits, and last year's reached $£ 464,000,000$.

So those rules of ours are indeed golden ones.
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British Fund Managers Test
A New Strategy: ${ }^{\text {Ethics }}$ ? by Sherry bucranan

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Page 10
INTERNATIONAL EERALD TRIBUNE, WEDNESDAY, FEBRUARY 4, 1987

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BUSINESS ROUNDUP

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ETHICS: 'Morality' in Investment

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## COMPINY NOTES



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## Who,What,Where When,Why,How?

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## European Topics:

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The center-of-the-pagefecture is selected for its wide appeal and excellent writing. And in the People" corner, interesting nomes make irrestible

The Classified Ads How mony other dailies do you know with classi-
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Thursday.

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year, requestyour complimentary copy of the
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## POSTCARD

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